

# Taking Learning To New Heights

Learning Everest collaborates with Subject Matter Experts from various fields to create simple, yet impactful, off-the-shelf eLearning courses that your learners can take at their own convenience. We specialize in providing you courses on various topics that would empower your learners to gain the necessary knowledge and perform better.

## UNDERSTANDING DIGITAL MARKETING: SOCIAL MEDIA MARKETING



**Learning Everest**

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Duration: 2.5 hours



Level of course: Beginner

# Unique Features

- cmi5, xAPI (Tin Can API), SCORM 2004, SCORM 1.2, and AICC compliant eLearning course
- Self-paced & Interactive
- Knowledge Checks to reinforce learning

# Who Should Attend

## Professionals in the field of:

- Marketing
- Content Creation
- Business Owners
- Sales
- Business development
- IT

# Course Overview

With the pandemic, social media has become the go-to window to learn and grow your brand. Social media marketing has become very important.

Do you want to refocus on your social media marketing strategy? With this course on Social Media Marketing, you can learn about the social media, social media campaigns, calendars, and more.

This course will help you understand how you can choose the best social media channels; help you understand the benefits of social media for brand building and more.

# Topics Covered

1. Social Media Marketing
2. Finding The Best Social Media Channels for Your Business
3. Social Media Campaigns
4. Social Media Calendar
5. Your Social Media Team
6. Social Media ROI
7. Social Media Audit
8. Benefits Of Social Media For Brand Building
9. Common Mistakes In Social Media Marketing